



2021

Annual Report

Dear Friends,

In 2021, the ongoing need to address the implications and impact of the COVID-19 pandemic meant continued acceleration of action and outcomes from our 2020-2022 strategic plan.

We continued to leverage our framework of child-centered, family-engaged, community-based and equity-centered programs, practices and policies. We remain committed to ensuring each of these levers were pulled as we acted to effect needed change:

- An ongoing commitment and journey to addressing the inequities in our systems
- Supporting our communities in close collaboration with our Child Care Resource and Referral agency members (CCR&Rs) and other partners, learning and engaging to spotlight their successes and challenges experienced at the frontlines of the crisis
- Engaging family and parent voices to inform the concerns, questions and actions needed to transform child care
- Clarifying the commitment and need to raise up the needs of our youngest children to ensure forward movement on commitments to safe, healthy, developmentally appropriate, loving, nurturing care supported by and fueled by a respected workforce

We cannot go back. We must continue to move forward to ensure that the experiences of the past two years catalyze positive change.

The community of child care leaders, CCR&Rs and other organizations with whom we work demonstrated deep commitment, care and readiness to face all challenges. As a leader in a national community, we call upon our colleagues, partners and policy makers to respond with support, respect, equity and opportunity to lean into the promise of what we know can be true for children and families with quality access – healthy, thriving communities.

We share a message of hope and inspiration and a mutual need to keep pushing for a transformed child care field. We have come together and made a difference, and we must continue to do so. Our unity and common voice have made a tremendous impact.

In 2022, we will mark the culmination of our 2020-2022 CCAoA strategic plan and the launch of the 2023-2025 plan. We stand ready to continue the progress we've made and to hold ourselves accountable for the goals we've set. We look forward to working together with you to re-envision child care for all families. Thank you.

Lynette M. Fraga, Ph.D.
Chief Executive Officer
Child Care Aware® of America

Taran Schneider, MA
President
CCAoA Board of Directors



Child Care Aware® of America's 2020-2022 strategic plan provides the road map for its journey toward a high-quality, equitable and affordable child care system for all.

Built on four priorities, the plan ensures that our work is equity-driven; child-centered; family-engaged and community-focused.



Priority 1

Advance State and Federal Policies



Priority 2

Expand Comprehensive Child Care Services Available to Children and Families



Priority 3

Strengthen the Child Care System and Infrastructure through Innovative Solutions and Practices



Priority 4

Organizational Excellence in Service to our Mission





Priority 1

Advance State and Federal Policies

CCAoA continues to be the nation's voice for child care to advance child care policy change at the state and federal levels. In 2021, we leveraged our powerful and diverse network of advocates to win \$39 billion in federal relief funding, the single largest investment in child care in our nation's history. At the same time, our community grew, and we saw increased engagement with our resources.

Our tools and reports influence state policies and support advocacy capacity across the country. With our [Child Care and Development Fund \(CCDF\) State Plan Resource Hub](#), hundreds of advocates engaged in the official planning process to shape their state's child care policies. And our [American Rescue Plan \(ARP\) Act Resource Hub](#), a first-of-its-kind tracker, was launched to provide transparency into the decision-making around and impact of relief funding policies across the country. These and other tools are embedded in the technical assistance, support and outreach we provide to stakeholders fighting for child care change.

In June 2021, CCAoA released new [state-by-state data](#) on child care supply and capacity, quality rating and improvement systems (QRIS) and CCR&R services. Of the 45 states that reported information, from 2019 to 2020, 25 states reported a decrease in the number of center-based programs and 26 states reported a decrease in the number of family child care programs. This data was based on an annual survey of CCR&R agencies or other key child care stakeholders in each state.

Statistics

In 2021, CCAoA championed the child care conversation and equipped advocates and partners to advance state and federal policies centered around the lived experiences of families, providers and communities:

18,541 advocates engaged, up 3% from 2020

11,877 messages sent to lawmakers

32,677 research and reports engagements, up 240% over 2020



Priority 2

Expand Comprehensive Child Care Services Available to Children and Families

In 2021, CCAoA strengthened our position as a respected child care advisor and thought leader with the nation's largest employer, the Department of Defense (DOD), expanding our impact on families, the child care workforce and communities.

By elevating CCR&Rs in our capacity-building work and branding efforts, we helped make them more visible as the first line of support for families in communities.

CCAoA's business development efforts continued to strengthen our relationships and reputation with C-Suite and HR professionals. Leaning into CCAoA's strengths as a national convener and thought leader, we hosted webinars with WorldatWork, a global association for HR management professionals and business leaders. The webinars focused on how companies can offer child care benefits to make a positive impact on their workforce and introduced them to CCAoA, resulting in almost 200 new corporate contacts.

Statistics

CCAoA continued our nearly 20-year track record of facilitating the process for families to find and afford high-quality child care and participate in the workforce through our employer initiatives and direct service programs.

27,450 families and community members received individualized direct assistance

574,981 touchpoints connecting individuals to community-based resources

Priority 3

Strengthen the Child Care System and Infrastructure through Innovative Solutions and Practices

CCAoA's on-the-ground reach to the most diverse array of stakeholder perspectives remains unmatched in our field. Our members, network of CCR&Rs and other community partners are central to the development and sustainability of child care infrastructure and systems. Our leadership, deep subject matter expertise, consultation and support are key to the early childhood education field's success.

In 2021, we offered hundreds of opportunities for child care organizations and professionals to develop the competencies and capacity necessary to both address today's most pressing child care challenges and fortify an equitable future. We dedicated roughly \$500,000 in subgrants to CCR&Rs to support programing capacity and deployed resources to help ensure that federal funds are distributed equitably and efficiently.

In 2021, CCAoA worked diligently to support the child care community as they continued to address the COVID-19 pandemic. We hosted two webinars focused on COVID-19 mitigation including the vaccine and CDC guidance for prevention, and two webinars on social emotional wellness and mental health, including the impact of the pandemic on provider, child, and family mental health. Further, we posted three blogs related to COVID-19 prevention, vaccines and preparing for return to care. We spoke at two webinars for the National Association of City and County Health Officials about the impact of COVID-19 on child care.

In December 2021, CCAoA launched the [Future of Quality Child Care Initiative](#), an in-depth examination of how child care quality can be improved when inequities are removed, parent preferences are affirmed, and all providers are valued equally. The initiative's goal is to clarify what quality means for early childhood education across provider settings, including home-based care and care offered during non-traditional hours. It will include an analysis of the pandemic's impact on care and will be informed by input from child care providers, educators, parents, children, employers and other organizations.



Priority 3: Strengthen the Child Care System and Infrastructure through Innovative Solutions and Practices

2021 was marked by several groundbreaking initiatives to broaden and enhance CCAoA membership benefits and offer exciting new resources:

- CCAoA established a consultative service to help address child care capacity challenges using human-centered service design. In our initial year of operation, we worked with five states/communities.
- To make our services and resources more accessible, we broadened [our organizational membership offerings](#), adding a way for key assigned staff members to access member benefits through our member-exclusive portal.
- We launched the [Child Care Aware of America Career Center](#) in June 2021. The Career Center is a premier resource that connects qualified child care professionals with rewarding career opportunities. Designed for both individuals seeking employment and organizations searching for qualified candidates, the Career Center offers a wealth of resources to help them achieve their goals. Designed for both individuals seeking employment and organizations searching for qualified candidates, the Career Center offers a wealth of resources to help them achieve their goals.
- We also launched a quarterly Communities of Practice structure dedicated to providing the tools and resources needed to advance and enhance the child care system.
- To help child care organizations provide more equitable and inclusive services to families and providers, we launched a English-Spanish Glossary of Child Care Terms. The Glossary helps promote greater consistency, efficiency and cultural relevance across organizations' Spanish-language offerings.
- We created a [Marketing Toolbox](#) for members that provides resources around the core principles of communications and marketing. Members now have access to short videos, grab-and-go templates and tip sheets on topics such as email marketing, branding and social media to apply to their everyday marketing efforts.

Statistics

In 2021, CCAoA led capacity building and professional development efforts to strengthen the practices of child care systems, organizations and professionals, as well as our CCR&R network.

24,280 participants engaged in capacity-building and development (training, technical assistance and networking)

333 organizational and individual members (monthly average), up for the second consecutive year



Priority 4

Organizational Excellence in Service to our Mission

The benefits of CCAoA's investments in organizational excellence are felt by all internal and external stakeholders. Success is transferred from one area to the next. For example, viewers drawn to our website by one of our 7,000+ media mentions in outlets like The New York Times, Associated Press and USA Today discovered the wealth of information and resources available at childcareaware.org.

[CCAoA was certified as a Great Place to Work®](#) in 2021. Even during a pandemic, CCAoA employees felt engaged and treated fairly and with respect. Great Place to Work Certification recognizes employers who create an outstanding employee experience.

We continued to keep diversity, equity, and inclusion at the forefront of our minds as we create and release content. [Our DEI hub landing page](#) curates this content for members and supporters to learn more of the work we're doing that contributes to this initiative.

Updated brand guidelines and a CCAoA logo refresh helped elevate our overall brand and create a cohesive strategy that positions CCAoA as a leader in the early childhood education (ECE) space.

Statistics

We continue to communicate our growing list of resources to members and prospects, highlighting the value and benefit that will help them in their work as well as career.

- The CCAoA website (childcareaware.org) attracted 2.1 million unique pageviews in 2021, the second consecutive year-over-year increase
- CCAoA received more than 7,200 media mentions, with a total reach of more than 8 billion impressions
- We secured \$2.66 million in new foundation grant awards and \$186,199 in government awards (not including DOD contracts and programs)
- 78% of CCAoA employees agree that CCAoA is a Great Place to Work

Our Vision

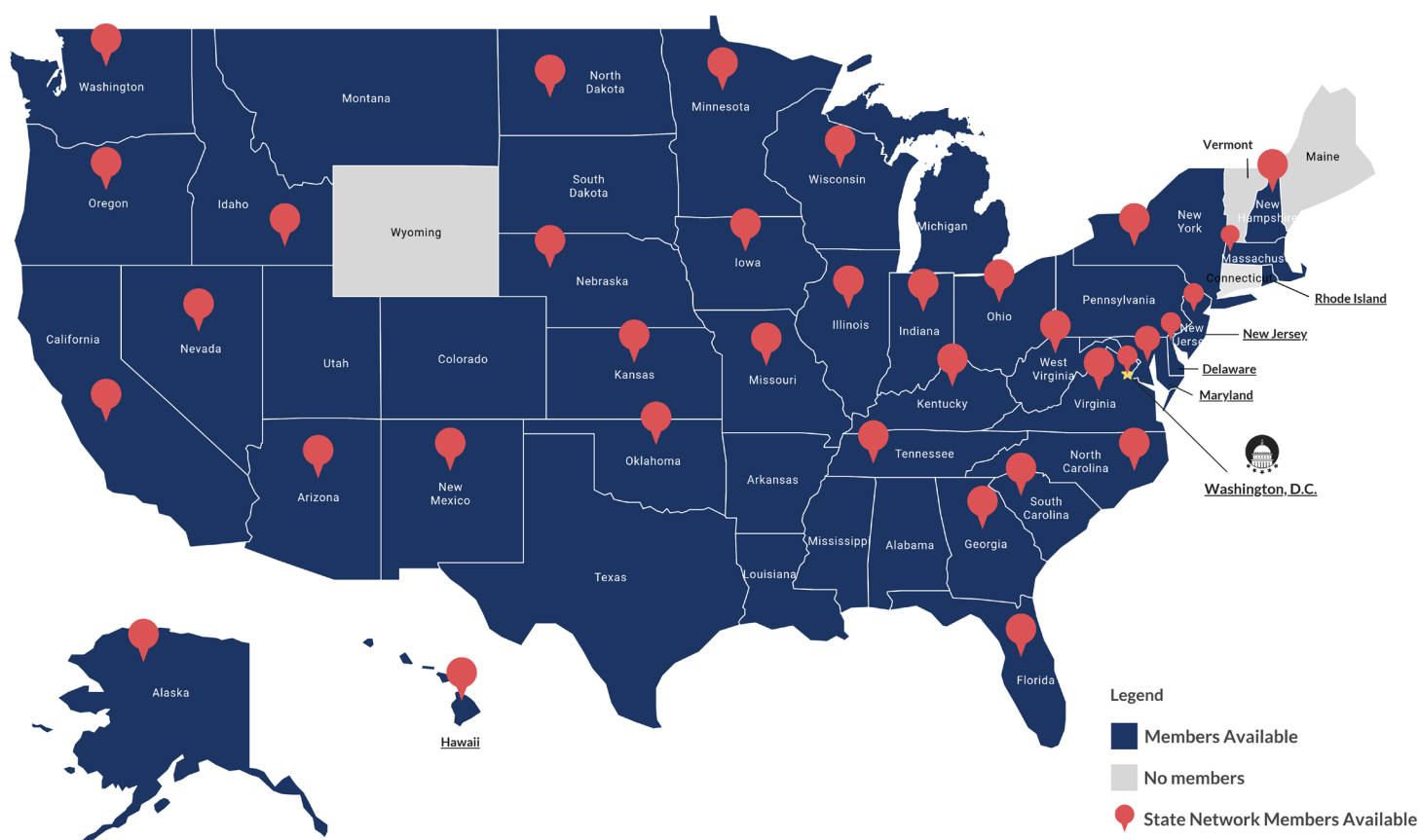
Every family in the United States has access to a high-quality, affordable child care system. The child care system supports children's growth, development and educational advancement and creates a positive economic impact for families and communities.

Our Mission

We advance a child care system that effectively serves all children and families. Our work is strengthened by a national network of child care resource and referral agencies and diverse members and partners.

Multiplying Our Impact

The national leadership of Child Care Aware of America, in collaboration with the state and local leadership of our members, has a collective impact on children, families and communities. Through engagement and support for our membership, CCAoA has reach and influence in 47 states and the District of Columbia, with statewide coordination provided by State Networks in 34 states.



Click on Minnesota, Washington and New Jersey to learn more about the impact of CCAoA's membership.

2021 Board of Directors

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Vice President, Revenue Operations, Synopsys Inc.

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Public Administration and Leadership Consultant

2021 Supporters

Child Care Aware of America is appreciative of the generous support provided and entrusted by these organizations.

Government

United States Department of Defense
United States Department of Health & Human Services

Foundations

Alliance for Early Success
Ballmer Group
Heising-Simons Foundation
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Kaplan Early Learning
Lakeshore Learning
National Association of County and City Health Officials
National Association for the Education of Young Children
Nemours Children's Health
New America Foundation
NORC
Orange Theory Ballston
ProSolutions Training
Voices for Healthy Children
University of Kansas Center for Public Partnerships and Research

Thank You to our 2021 Champion Members

Champion-level memberships are available for organizations and individuals interested specifically in supporting child care public policy and research. Visit childcareaware.org/join to learn more.

Organizational Champion Members

Action for Children
AZ PBS
Baltimore City Child Care Coalition
Child & Family Resource
Child Care Answers
Child Care Aware of Kansas
Child Care Aware of Minnesota
Child Care Aware of New Hampshire
Child Care Aware of North Dakota
Child Care Aware of Northwest Arkansas
Child Care Aware of Washington
Child Care Connections Inc.
Child Care Resource Center, Inc.
Child Care Resources
Children & Families First
Children's Resource Center
COAD
Community Action
Community Service Council of Tulsa
Crystal Stairs, Inc.
Early Education and Care Connections, Inc.
Early Learning Academies
ELRC Region 18
Empowered Community Outreach Services
Grow in Peace Child Care Center
Healthy Child Care Colorado
Illinois Network of CCR&R Agencies
Joyful Tots Childcare and Learning Center
Kids Comprehensive Services, LLC
Lakes and Prairies Community Action Partnership
Lane Community College Family Connections
Le Bonheur Children's Hospital
Lee's Kinder Academy

Maryland Family Network
National Child Care Association
NC CCR&R Council
NY Enrichment Group
Origins Learning Community
Padma Sherni Inc.
Patchwork Terrace Montessori Community
Programs for Parents, Inc.
Quality Care for Children
Rhode Island Association for the Education of
Young Children
The Child Care Resource Network
The Children's Cabinet
The Family Conservancy
The Right Turn, Inc.
Third Sector
United Community Action Partnership
Village Babies Development Center, LLC

Individual Champion Members

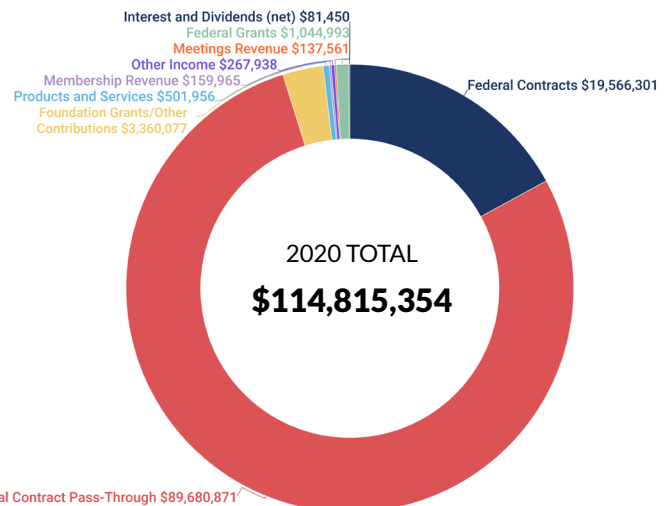
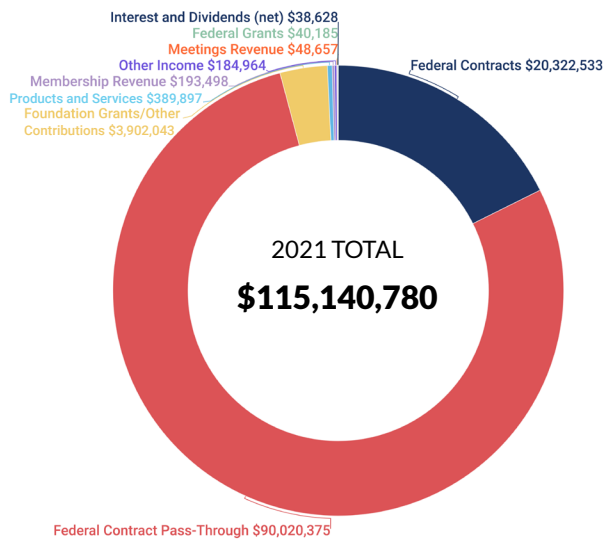
Gina Clark-Nelson
Dawn Craft
Gerald Croan
Jane Delaney
Tonya Duncan
Stephen Rhode
Taran Schneider
Janet Singerman
Denise Squier
Marlene Zepeda

CCAoA 2021 Fiscal Year Financials

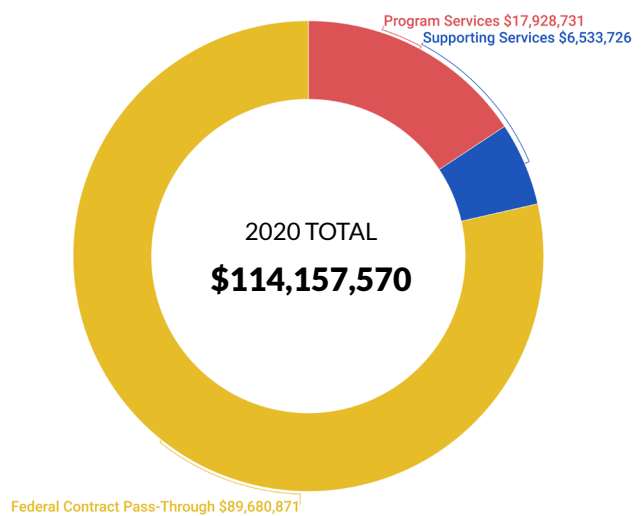
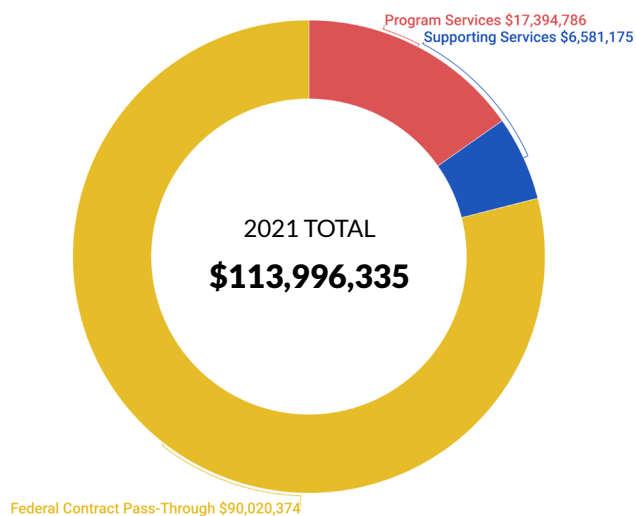
Financial Breakdown

October 1, 2020 – September 30, 2021

REVENUE AND SUPPORT



EXPENSES





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